



Exec wants to guide bikers through business world

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PALM COAST -- After 30 years of motorcycle riding, Dwain DeVille realized an increasing number of his fellow riders were a lot like him -- high-income executives.

So, he set about crafting a business tailored to their needs.

The result: Biker's Guide to Business LLC.

"There are 300,000 motorcycles sold each year to people 45 to 50 years old who make more than \$100,000 a year," DeVille said. "I want to speak to that segment of the market."

DeVille, 53, is taking a two-pronged approach, with a Web site that sells inspirational posters aimed at bikers and a yet-to-be-published book called "The Biker's Guide to Business."

The posters are intended to replace those soothing but inspiring motivational posters popular in so many offices these days. DeVille's posters replace the pastoral scenes and soft-focus nature photos with biker bars and road-ready rides.

One of the three now available shows a row of motorcycles parked outside the famous Cabbage Patch bar in Samsula. Under the photo are the words "Board Meeting."

"I subscribe to the executive biker's creed," DeVille said. "Just like you, we'd rather be on a motorcycle thinking about business than sitting in the office thinking about riding."

DeVille said he has three more posters "in the works" and hopes to have 12 to 15 on the market in the next six months.

Response, so far, has been "sporadic," he said. But he has just started a big public relations push.

As part of that push, DeVille framed one of his posters and offered it as a gift to the Cabbage Patch owners.

Bar manager Roger Luznar said the poster is hanging inside the entrance above the television.

"It's sharp," Luznar said. "He brought it by last week, and all the customers like it."

But the book and the posters are a means to an end for DeVille.

The executive coach and consultant from Maitland calls himself a business navigator. After years in the banking business, "specializing in turnarounds," DeVille launched his own company, Watermark International Inc., in 1994.

He said his experience has proved valuable in all types of businesses.

DeVille goes into businesses and uses what he calls a "navigation process" to find solutions within the organization.

Using what he calls "peer consulting," DeVille also brings together groups of executives who discuss their management and business problems and help each other find solutions.

Combining those approaches with motorcycles, DeVille hopes to create a series of "workshops on wheels" -- small groups of motorcycling executives who travel together and who talk business during stops.

He envisions rides through the Rocky Mountains and other scenic, motorcycle-friendly locales.

"I had to figure out how to convince some guy in North Carolina to make the trip to work with me, who he's never heard of," DeVille said. "That's when I came up with the idea for the book and the posters.

"It's part of year three of my five-year plan," he said. "It's a logical progression."